



## Inspiring Product Owners

Change Marketing™  
at work



### The Challenge

How do you get every product owner (PO) at Ebay to become a more courageous and customer-focused Agile decision-maker?



### Our Audience

X Product Owners at Ebay



### Key Insight

Developing a team of Agile innovators requires more than tools and methods. It takes a leader's mindset and a collaborative culture to reinforce it.



### Our Story

We're embracing Agile and pushing boundaries by providing a forum for POs to collaborate, experiment, and learn from rockstars in their field.



### Creative Craft

Launching "PO Rockstars," a branded community with channels for sharing ideas along with special events to introduce disruptive thinking and more effective ways of working

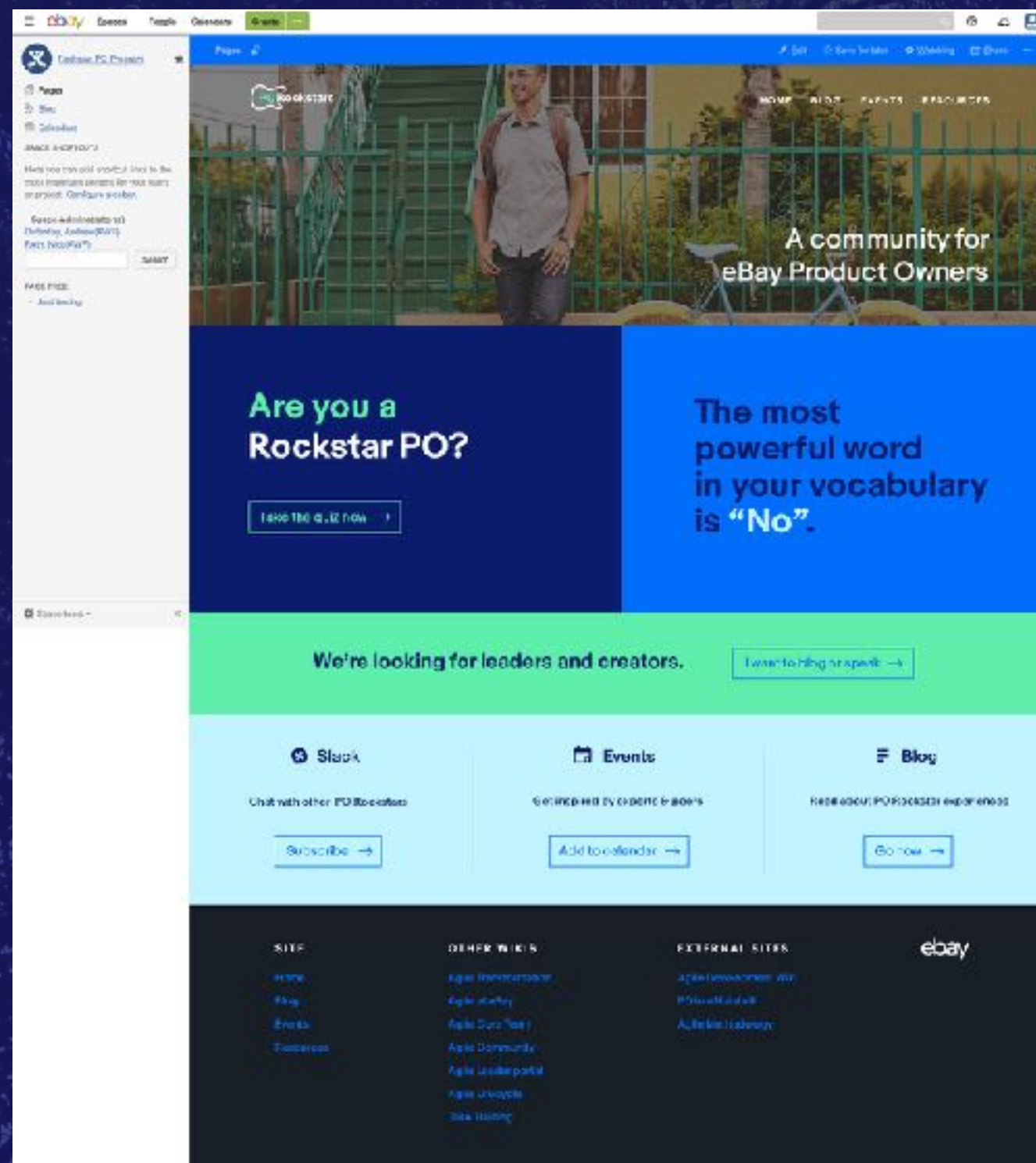


Let's  
dive in



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## The Rockstar Portal

Accessible intranet destination with evergreen content



## Mindset Slogans

Creative content to inspire mindset and attitudes that drive courageous behaviors.



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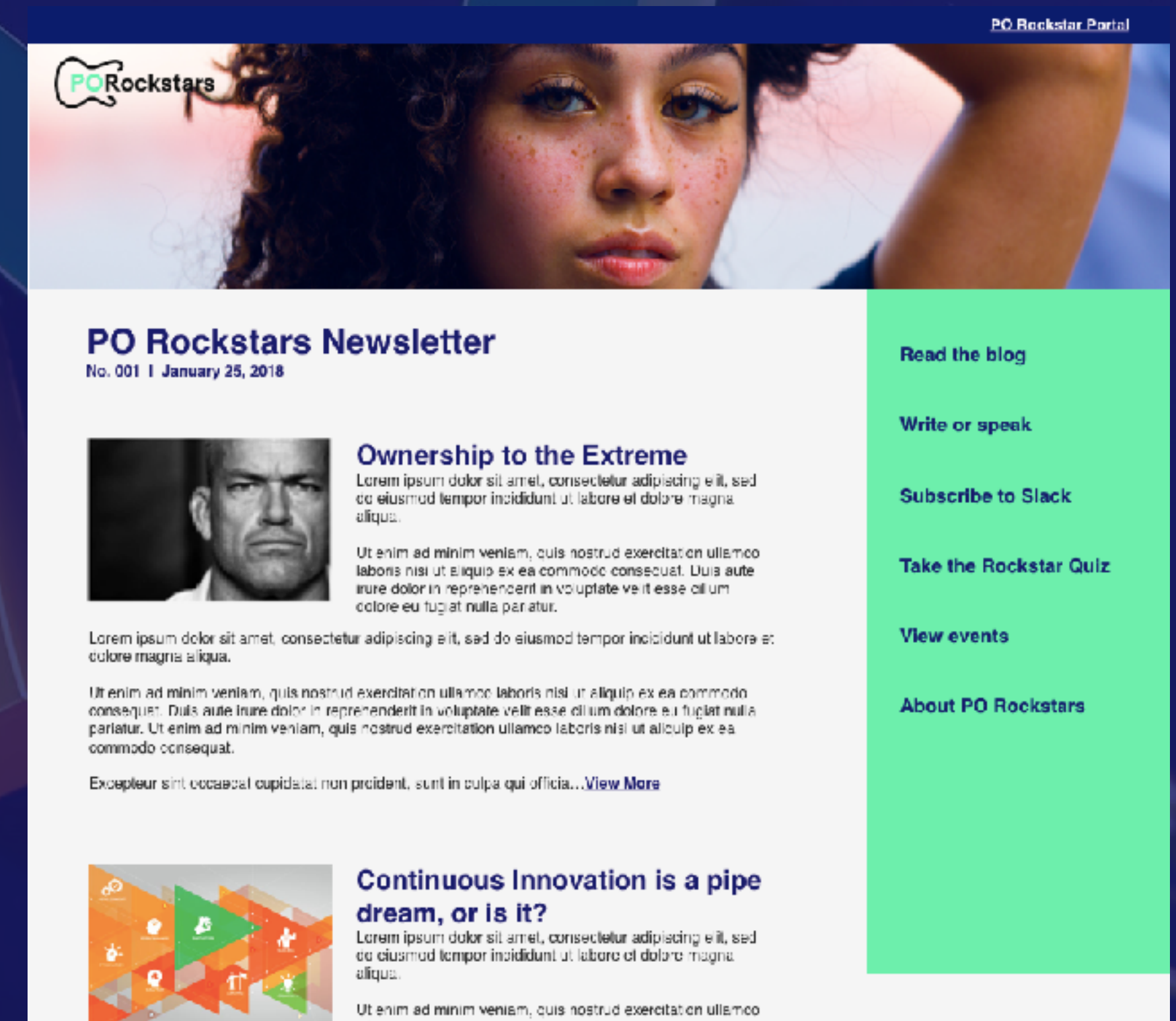
## Branded Speaker Series

Experiential events with leading experts.



## Swag

Turn advocates into walking billboards.



## Newsletter

Consistent communication that people anticipate.